

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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And Valentine Time is ripe in the Valley of the Moon

Had a choice this week of a half dozen or more good leads for our regular heading—“ . . . are ripe.” There could have been reference to Lent, Edison’s, Lincoln’s and Washington’s birthdays, Valentine’s day, Boy Scout week, the balmy weather and a number of others. As this is written, no decision has been made as to “what’s ripe.”

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Mike and Rose are getting all set for a “grand opening” of their remodeled store. Concrete foundation is in and the grocery stock has been rearranged and new stocks added. The exterior conforms with the general frontal scheme of the building—a decided improvement.

DO YOU WANT TO PREVENT THAT FIRE you are afraid of?
If so, call **Webster 8-2425.**

And another new business in town. The R. E. Barrys have purchased a home on First avenue, Boyes, and Barry has taken space at Sam Friscia’s seafood emporium on Craig avenue off Arnold drive, where he will engage in the manufacture and sale of fresh seafood cocktails—shrimp, crab and oyster, marketed under the Bar-X brand. Barry has been in this same business in Oakland for 25 years. Weekly deliveries will be made to all sales outlets.

PAUL’S OLD RANCHERO, Verano. A “must” visit whenever your out-of-town friends drop in. Have dinner with us. A cocktail, too.

Fred Franklin’s hand-made cigars have always been popular hereabouts but of late they’re getting even more so. He has trouble keeping up with demands from the trade, which covers the entire Valley and extends into San Francisco, especially South o’ Market.

When a woman doesn't know which way to turn, she's probably driving. VALLEY WATCH REPAIR, Boyes Hot Springs.

Well, the politicians are getting in their licks—and it's kinda fun to watch the girations of the Dems. Seems like Stevenson has a big lead among the party bosses, with Kefauver the favorite of the run of the mill voters. If we were forced to vote for a democrat (heaven forbid) we'd have to take Estes; maybe just because he's big and tall, has a drawl, and talks at a level with his hearers. Adlai seems to be evading any definite stand on anything. And he had the crust to accuse Ike of passing the buck!

BOB'S CIGAR STORE, Sonoma. Smokers are right at home at Bob's. So are lovers of billiards. Wide variety for all tobacco users.

We get progressively more and more support for our effort to rename Highway 12 through the Hot Springs area Jack London way. Also for the procuring of land for a Jack London state park. Maybe there'll be some action before too long.

Have had another what we would consider a brilliant idea. Why not a Jack London fiesta once a year? Not like all the others, but something entirely different. There could be feasts using old-time ingredients and recipes. Why not bicycle races, horse shows, intra-community sports contests, rodeos, picnics, square dances, rodeos? A big-time carnival? Bet you can think of other features just as good or better. Why should all the big yearly affairs be held in places other than Moon Valley?

GALLO BROS. CHEVRON SERVICE, Boyes. Repairing all cars. Tow service. DeSoto and Plymouth new cars. Quality used cars.

News items all over the place this week. Here's a late scoop: Denny's COG club has an anniversary party Friday night of this week, Feb. 10. It marks seven years in business in Boyes for Denny, and his birthday comes just two days later, Feb. 12. There's a lot of free stuff, buffet feed, fun for everybody who shows up.

Old-fashioned dancing Saturday nights and Sundays at LITTLE SWITZERLAND, El Verano. Splendid floor. Good music.

And you probably know that the Woodleaf has new owners—the George Ricomis selling out to a quadruplet partnership—the Tony Jimenez's and the Kenneth Phillips', who have already taken possession. An overall remodeling program is under way, with grand opening scheduled for the very near future. Watch for announcement.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER

Mail \$1.55 to P. O. BOX 398, EL VERANO, CALIF.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

The sixth annual Sonoma valley choir festival will be held at the Glen Ellen Community church the afternoon of Sunday, Feb. 19, beginning at 3 o'clock. Junior and youth choirs will combine with adult singers in several numbers. George Scrimger will direct. Mrs. Hugh MacDonald is organist, Daniel Taylor pianist.

RICHFIELD SERVICE in Boyes, Plaza corner. **BUD DELANEY** will serve you with the finest gas, oil, lubricants, tires, batteries.

And we're up against a problem which includes a bit of ethics. Should we or shouldn't we ... **LET THAT VAN DYKE GROW AGAIN?**

Have agreed to let you readers make the decision for us, after learning all the circumstances. Will you please vote

YES () or NO () or (WHO CARES)

Groucho Marx wrote us this week, not exactly telling us we've been picked to appear on "You Bet Your Life." In fact he distinctly said, Don't come down. But if you're in the neighborhood, call my assistant and arrange for an interview. Which is something—or other.

But along with our little note to him, and a copy of Moonbeams, we sent a photograph, showing us with the luxuriant vandyke and mustache which we so proudly wore last summer and fall. Now: If we should get on the program, wouldn't that be obtaining that chance under false pretenses?

Verbal opinions are conflicting. So please mark Yes or No up the page a little, tear out the page and mail it in to Moonbeams, Box 446, Boyes Hot Springs. Or just Boyes Hot Springs.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.

Apparently we've lost the fight to ban singing commercials. Because they're going strong, along with the newer pains-in-the-neck, the animated cartoon commercials. But they'll never get one red cent out of us unless and until they cut out the horrible appeals for patronage. Latest pet aversion is that "I want a bloooo one" and "western wagon days."

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis'. Same fine equipment and beauty service you've learned to expect from us.

Our friend Maj. Cal Cracklin says a teetotaler is a fellow who works at a golf course and counts tees.

IT'S VALENTINE TIME. Get your cards, valentines, comics, decorations, party favors, at **BOYES VARIETY STORE, Hiway 12.**

VALLEY OF THE MOON CIGARS—Handmade right here in the Valley. Superior quality. Get 'em at most dealers.

Been hearing about the desire of some checker players for regular tournaments. Practically everybody knows how to play checkers, and there are many experts who wouldn't mind stacking their knowledge of the game against that of others. A stopper, however, is where could such tourneys be held? Any suggestions, you checker fans?

Our own preference would be a series of cribbage tournaments. It's the best two-handed card game ever developed. We claim to b It's the best two-handed card game ever developd. W claim to be the champ of central Michigan, though some skeptics have the nerve to question that claim.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

We like Bob Crosby's programs, also Perry Como's. Sure, Bob sings flat much of the time, and both of them have acquired a more or less modern way of singing whereby the singer lags behind the music frequently, then goes likell to catch up with the melody. The big opera stars, many of whom now sing frequently on radio and television, seemingly never stoop to such methods, and they hit the higher notes right on the button instead of sliding into them, usually from below.

GET ACQUAINTED with the quaintest tavern in the Valley—RUSTIC INN, Glen Ellen. Bring your guests. GUNNER and RUTH.

There was a mighty fine dinner party over at Our Resort last Friday evening, when the Stein club staged its first annual get-together. The hosts, Harvey and Melina Francis, served a splendid ham dinner, with all the accompanying trimmings. Stein club members all buy identical steins, which are hung over the back bar, and used whenever in the tavern. And can those boys and girls sing! Membership lists are still open.

BUD THOMPSON, Plaza Barber, Boyes Springs, for the best and fastest barber service anywhere. Hair styling a specialty.

Moonbeams advertisers continue to tell us how well their ads pull through this medium. For \$1, where can any local businessman get such coverage and such careful reading? If you aren't yet using space in this metropolitan journal, call WE 8-4500 and you're just as good as started.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500.

How's your liver? Still a favorite of ours, especially when there's some bacon with it. But can you remember when the butcher would give customers a big chunk just for the asking? A few years later they started charging 5 cents for a big chunk, and a bit later 5 cents for just a little tiny pound. Then somebody discovered it was good for your general well being, and up went the price, till nowadays it's no longer a cheap meat at all.

CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs
Smart Apparel for Women Hosiery Lingerie Separates

We were asked why we didn't capitalize the word "negro." Some years ago, talking with the proofreader of a big daily newspaper, we asked him the same question. (His paper didn't capitalize the word either.) He said it was because there are no true Negroes in his country today, only in Africa; that the race has become so mixed that the word does not now require the capital. Seemed logical, so we've followed that practice ever since.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

PARSONS LUMBER HARDWARE CO. (Formerly Valley Lbr. Co.). Same ownership, name changed. Phone WE 8-2140. Quality lumber

The airways are full of music, and the tune-twisters seem all to have engaged in the game of changing the melodies and the time of the older songs. Mostly it's changing a waltz time (3-4) to 2-4 or 4-4 time, and it's spoiled most of them. On the other hand, "Melody of Love" was originally written in 4-4 time about 50 years ago, and it came back a year ago in waltz time—and it actually was improved by the change.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.

SONOMA GROVE, on Hiway 12 south of Boyes. Italian food is our specialty, but every kind is available. You'll like us. Cocktails.

Maybe you're as puzzled as we are, as to why when a TV program is on, certain types anyway, they break in on it with a commercial at the most unpropitious times. Sure the programs are accurately timed, but what difference would it make if they waited a minute or two? Nobody seems to know why it's done, or certainly noone's ever explained it to us.

VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it!

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center — Fishermen's and Hunters' Supplies

And a new office building is about ready to go into operation in

Boyes. Frank Greengrass is remodeling and refurbishing the former Hall building on Jack London way, and soon will open his real estate agency there. It's larger than you'd suspect. There will be a large lobby office, with a number of smaller offices rearward. Edmund Reedy will open an accountancy service next door. And an attorney is due to open offices in the building. So, Moon Valley goes ahead!

B & L LAUNDROMAT, Feters Springs. Why suffer inconvenience washing and drying at home? Low charges here. Try us out.

MIKE & ROSE'S BOYES SPRINGS STORE. We're remodeling; expanding. But the best bargains in meat continue to be found here!

BOYES SPRINGS FOOD CENTER. For that Valentine party, stock up with our fine foods, beverages, favors. A one-stop market.

Real estate headquarters — sales or rentals—**WOODS-FRANQUE-LIN CO.,** Boyes Springs Branch. Fast service. Personal attention.

More: A new beauty shop opens next week in the Boyes Theater building. It's to be known as Jeanie's shop, operated by Jeanie Ober-ti, who has operated shops in San Francisco, Hollywood and points between. Watch for announcement.

GEORGE handles the Meats at Boyes Springs Food Center. He knows his business, is pleased to cut meat to your order.

OUR RESORT, El Verano. Harvey and Melina the hosts. Draft beer. Excellent mixed drinks. Home of the Stein Club.

There's a handsome new sign at Frank's Hardware, in the Castner building on Jack London way, Boyes. Thought it might have been donated, but Frank says he's paying plenty for it.

DENNY'S COG CLUB, main corner, Boyes. Denny, Leo and Gene on duty. Sportsmen's headquarters. A good place to know.

GERTRUDE DETERS, Box 396, El Verano. Representative for National Monument Co., also finest calendars, matches, printing.

Boy Scout week is upon us, right now. The boys and their advisors all over the country are making quite a to-do about it. The Scouts were formed 46 years ago.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing a specialty—steaks, chops, poultry, ribs. Cocktail bar. Banquets.

Up in our particular residential district there's a cute little house, and around it, most of the time, are parked three little English cars, cute little jiggers. Don't know—yet—who lives there, but there just might be a story wide open for Moonbeams readers.

FISH BOWL, 140 Trinity Rr. off Hiway 12. Tropical fish, goldfish, supplies, equipment. Closed Thursdays. Hours 9 to 5.

MOONBEAMS

EL DORADO HOTEL, Sonoma. Try our Italian dinners in this historic hostelry, famous since the days of the 49ers.

Here's just a little bit more about WKFL:

Billie (the procurer) goes out and solicits food for the cult, such as left-behind tomatoes in a field, surplus apples, oranges, etc., and the cult gets food supplies at cost at many markets. Now numbering about 130 followers, members turn over all their possessions when they join up, and never will be able to take anything away. But they love the "Master" and do his bidding without question. In the cult (the WKFL Fountain of the World there are people of every race—Japanese, negroes, Hindus (name any nationality). There are highly educated persons such as physicians, dentists, musicians, artists. The accepted method of greeting is not a handshake but a hug.

GOOD FURNITURE isn't exclusive with us alone. But let's trade with our friends and neighbors. **SONOMA FURNITURE MART.**

BROADWAY CAFE, Sonoma. Pop and Mom Medros will be glad to see you. Friendly folks. Take-out License.

AT THE GOLF COURSE: Instructor: "Do you wish to learn to play golf, madam?" She: "Oh, heavens, no! It's my friend here who wants to learn; I learned yesterday."

ADOBE DRUG (Ray S. Duer), 411 First St. W., Sonoma WE 8-297*
Prescription Specialists

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

SEEING THE LIGHT — Thomas Alva Edison was born Feb. 11, 1847, at Milan, Ohio. From a revised edition of his life we learn that he studied literature, science, art, industry, etc., but he also was fond of reading newspapers and magazines of all types. He even read the Police Gazette so as to keep in touch with all walks of life. And he was always friendly with reporters and other representatives of the press.

Oh yes, he smoked very fat and very black cigars—always an admirable attribute. He was ready to give "the boys" a good story when anything new broke, and he was a good copy source. There was a strong bond of goodwill existing between Edison and the newspaper fraternity in general. He was granted a total of 1094 U. S. patents beginning with 1868.

RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

**FOR VALENTINE DAY, send cut flowers, corsages, plants, roses.
BANCROFT NURSERY, So. Broadway, Sonoma.
GOVERNMENT EXPENSES COULD BE CUT—HUGELY!**

San Francisco News seems to have a good slant on national affairs. Last week it said: "If the would-be tax cutters in congress are serious about their ideas, and not just political, the only approach to the problem is first to cut spending. We have pointed out that in last year's reports of the Hoover commission, congress could find convenient and sensible ways to cut spending.

We've been scanning a summary of what has been done since the Hoover commission filed its reports. The summaries don't show much.

The Hoover commission offered some 300 specific recommendations. About half of them would require action by congress. But the other half can be put into effect by the Eisenhower administration. The president frequently has indorsed the Hoover proposals. He did it again in his State of the Union message. But some of his departments have been hunting ways of ducking these recommendations. It's the old story: Economy is good for everybody but me!

Most of the Hoover commission recommendations were based on investigations which showed either that present methods are wasteful or that the most efficient methods were not being used.

Mr. Eisenhower said the Hoover proposals now are under "intensive" review. But the recommendations are so obvious that not much review should be required. It will be interesting to see if they are being "reviewed" into oblivion, or with an honest intention to make the most of them.

The pressure groups will be busy trying to block Hoover commission legislation in congress. But the Eisenhower administration can skirt that obstacle by simply going ahead with its own Hoover program. And thereby steal a march on the political tax cutters.

**SOL D. BECKER SELLS REAL ESTATE—
Every Once in Awhile**

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

'Nother scoop, mainly because we're the sec! Valley of the Moon Lions club is staging its annual speakers' contest next Tuesday evening at Fireside Lodge. Sonoma Valley union high school has four student speakers all lined up for a most interesting evening. And it's Ladies' night too, along with Valentine's day, so it should develop into a real party. The local Lions have taken in four new members in the last two weeks, with several more about to be inducted.

MEDEL'S CAFE, on the Plaza, Boyes. Earning a wide reputation for good steaks, chops, chicken. Cocktail bar.